

Message Text

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ACTION CU-04

INFO OCT-01 EUR-06 ISO-00 USIA-12 /023 W

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R 191602Z DEC 73

FM AMEMBASSY BONN

TO SECSTATE WASHDC 9372

UNCLAS BONN 18211

E.O. 11652: N/A

TAGS: SCUL

SUBJECT: SUPPLEMENTAL FULBRIGHT PROGRAM PROPOSAL

REF: BONN 17771; STATE 238147 PARA 2

1. TRANSMITTED HERewith ARE DETAILS REGARDING PROJECTS II, III AND V OF SUBJECT PROPOSAL, BASED ON COMMISSION DECISIONS MADE AT ITS DECEMBER 6 MEETING.

2. THE GERMAN STUDIES SUMMER SEMINAR FOR AMERICAN FACULTY IS TO BE A SEPARATE AND DIFFERENT KIND OF SEMINAR THAN THE TRADITIONAL HIGH-SCHOOL-ORIENTED SEMINAR. IT IS TO BE TAILORED TO THE NEEDS OF PROFESSORS IN THE FIELDS OF GERMAN CIVILIZATION, HISTORY OR LANGUAGE AT 2-YEAR AND 4-YEAR COLLEGES, AND WILL BE A FAIRLY INTENSIVE AND MORE DEMANDING AND COMPREHENSIVE SEMINAR THAN THE TRADITIONAL SUMMER COURSE. AS SUCH IT WILL ALSO BE QUITE DIFFERENT FROM THE SHORT-TERM MEET-YOUR-COLLEAGUES-AND-CONTEMPORARY-GERMANY PROJECTS ARRANGED BY GERMAN AGENCIES FOR AMERICAN SENIOR SCHOLARS OF GERMAN. THE DETAILS ARE BEING WORKED OUT WITH THE GOETHE INSTITUTE, NOW THAT THE PROJECT HAS BEEN APPROVED IN PRINCIPLE. THE COMMISSION SUGGESTS THAT USOE RECRUIT CANDIDATES SINCE THE PROJECT IS SIMILAR IN IMPLEMENTATION TO THE GOETHE INSTITUTE SEMINAR FOR HIGH SCHOOL TEACHERS OF GERMAN.

3. IN ACTIVATING A PROJECT IN CONTINUING (OR RECURRENT) EDUCATION, THE COMMISSION, IN LINE WITH THE BFS STATE-UNCLASSIFIED

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MENT ON "EXCHANGES IN THE SEVENTIES," HOPES TO PROVIDE

GRANTS FOR STUDY AT AMERICAN UNIVERSITIES FOR GERMAN CITIZENS EMPLOYED NOT ONLY IN EDUCATION BUT ALSO IN LAW, COMMUNICATIONS AND THE MEDIA, BUSINESS ADMINISTRATION, AND INTERNATIONAL ECONOMIC RELATIONS, ESPECIALLY INTERNATIONAL FINANCE. THE COMMISSION PROPOSES THAT APPLICANTS MUST HAVE UNIVERSITY TRAINING AND A MINIMUM OF THREE YEARS OF PROFESSIONAL EXPERIENCE AND MUST AGREE TO RETURN TO THE POSITION OCCUPIED BY THEM AT THE TIME OF APPLICATION. ADMISSION TO AMERICAN UNIVERSITIES WOULD BE ARRANGED BY THE COMMISSION, SUPERVISORY FUNCTIONS ASSUMED BY IIE. AMERICAN GRANTEES ARE TO BE SELECTED ACCORDING TO SIMILAR CRITERIA BUT COULD COME FROM ANY PROFESSION EXCEPT THOSE WHICH WOULD PROMPT REQUESTS FOR STUDY OPPORTUNITIES IN MEDICINE, DENTISTRY, PHARMACY, CHEMISTRY, AND PHYSICS. THEY ARE TO BE CONSIDERED ONE-SEMESTER STUDENTS AND WOULD BE FREE TO ARRANGE THEIR OWN STUDY PROJECTS AT GERMAN UNIVERSITIES. PROFICIENCY IN GERMAN IS ESSENTIAL. THE COMMISSION HAS NO PREFERENCES AS TO THE US COOPERATING AGENCY RESPONSIBLE FOR RECRUITING CANDIDATES AND AWAITS BFS SUGGESTIONS ON HOW BEST ONE MIGHT IMPLEMENT A PROJECT DESIGNED TO INCREASE THE EDUCATIONAL EXCHANGE OPPORTUNITIES IN APPROPRIATE NONACADEMIC FIELDS.

4. PROJECT V, PUBLICITY AND PUBLIC RELATIONS, CALLS ABOVE ALL FOR REVIVAL OF THE FULBRIGHT NEWSLETTER, BUT ALSO FOR INCREASING PROGRAM VISIBILITY THROUGH FOLLOW-UP ACTIVITIES IN CONJUNCTION WITH GERMAN UNIVERSITIES, LEARNED SOCIETIES, EDUCATION AUTHORITIES, GERMAN-AMERICAN INSTITUTES, ETC., AND FOR ISSUANCE OF PRINTED MATERIALS AND PRESS RELEASES AND IMPROVED CONTACTS WITH THE MEDIA. THE BUDGET INCLUDES ITEMS FOR ONE ADDITIONAL STAFF MEMBER RESPONSIBLE FOR THE NEWSLETTER AND FOLLOW-UP ACTIVITIES, NEWSLETTER PRINTING AND MAILING COSTS, RETURNEE-GRANTEE SEMINARS, INFORMATION MATERIALS, AND MEDIA CONTACTS. IN THE COMMISSION'S VIEW, THE NATURE, MAGNITUDE AND EFFECTIVENESS OF ITS WORK ARE NOT ADEQUATELY KNOWN AND ITS BINATIONAL CHARACTER IS NOT PROPERLY UNDERSTOOD. HENCE THERE IS A REAL NEED TO

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STRENGTHEN ITS PUBLIC RELATIONS DEPARTMENT, THE MORE SO AS THROUGH THE PROPOSED AMENDMENTS TO THE 1962 FULBRIGHT AGREEMENT IT ASSUMES AGAIN A FORWARD-LOOKING FACE AND AS THE COMMISSION'S PROGRAM PROVIDES A GOOD EXAMPLE OF CLOSE AND EFFECTIVE GERMAN-AMERICAN COOPERATION IN A TIME OF RECURRING STRAINS IN TRANSATLANTIC RELATIONSHIPS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BONN18211
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731217/aaaaambd.tel
Line Count: 114
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: BONN 17771; STATE 238147 PARA 2
Review Action: RELEASED, APPROVED
Review Authority: elyme
Review Comment: n/a
Review Content Flags:
Review Date: 04 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04-Jan-2002 by williad>; APPROVED <19 MAR 2002 by elyme>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SUPPLEMENTAL FULBRIGHT PROGRAM PROPOSAL
TAGS: SCUL
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005